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**NEW MOBILE APP AND MOBILE WEB SITE INTRODUCED
BY TECHNOLOGY-SAVVY CELEBRITY CRUISES**

MIAMI – March 3, 2011 – Celebrity Cruises knows consumers’ vacation time is precious, as is the time invested in researching and planning for that rare time away. So, Celebrity has made the process more widely accessible, not to mention even more fun, by introducing the brand’s first [mobile app](#) and [mobile web site](#).

Now, [iPhone](#) users have the opportunity to download the free, new app from the Celebrity web site (www.celebritycruises.com), or from the Apple store. Users of Celebrity’s new mobile app will have a wealth of “search” and “explore” functionality allowing them to view the breadth of global destinations Celebrity visits; review the widely varied onboard activities, including the line’s iLearn courses in the Celebrity iLounge, Rosetta Stone language courses, and comparative [wine tastings](#) with [Riedel Crystal](#); e-mail itineraries of interest to themselves or to others; request a call or e-mail from Customer Service or call them directly via the app, and even peruse answers to the perennial question: “What should I pack?”

Concurrently, the new mobile web site introduced by technologically-savvy Celebrity – the first cruise line to present menus, wine lists and even art tours on an iPad, in addition to the “Celebrity iLounge,” a hip cybercafé equipped with some of the latest Apple products and accessories – allows consumers to utilize iPhone, Android and BlackBerry (models 8520 and up) devices to search for a Celebrity cruise and itineraries, obtain [destination information](#), view details about each stylish ship, connect with Celebrity’s social media sites, e-mail itineraries of interest to Celebrity’s Customer Service team, or contact Customer Service ‘live’ at any point during the experience.

More . . .

Celebrity Cruises' iconic "X" is the mark of the world's top-rated premium cruise line, with spacious, stylish interiors; dining experiences elevated to an art form; personalized service, with a guest-to-staff ratio of nearly 2:1; unexpected, trendsetting onboard activities, all designed to provide an unmatched experience for vacationers' precious time. Celebrity sails to Alaska, Australia/New Zealand, Bermuda, California, Canada/New England, the Caribbean, Europe, Hawaii, the Pacific Coast, Panama Canal, South America, and year-round in the Galapagos Islands. Celebrity also offers immersive cruisetour experiences in Alaska, Australia/New Zealand, Canada, Europe and South America. One of the fastest-growing major cruise lines, Celebrity's fleet currently consists of nine ships, with two additional Solstice Class ships scheduled to join the fleet: *Celebrity Silhouette* in July 2011, and *Celebrity Reflection* in Fall 2012. For more information, call your travel agent, dial 1-800-437-3111 or visit www.celebritycruises.com.

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